

iconomix – a training programme

iconomix is a training programme created and produced by the Swiss National Bank that takes users on a journey of discovery into the world of economics. The modular teaching and training programme presents the basic principles and concepts of economics in a fun way. Although it is primarily aimed at teachers and students of upper secondary schools, it is open to anyone interested in finding out more about the subject. The individual modules address the following key topics: wage differentials, division of labour and free trade, competitive markets, public goods, property rights, risk diversification, and monetary policy.

Via an internet platform, iconomix offers three different types of teacher and training programmes: the à la carte section, which is a sort of 'digital store cupboard' stocked with ideas and teaching material that can be integrated easily into a lesson; the modules section, which contains structured learning units that can be used for several lessons; and the contest section, which provides students with an incentive to work independently on their own projects, which can subsequently be entered into a competition. The programmes include everything from traditional worksheets to innovative online strategy games that can be played in groups. iconomix was developed by a team of SNB economists together with the support of a number of experts, institutions and private companies from the field of education.

To mark its 100-year anniversary, the National Bank wanted to help improve basic economic literacy among the population at large and to encourage the younger generation to take a greater interest in economic issues. A central bank can carry out its monetary policy more easily and effectively if the general public has a sound knowledge of basic economic principles. For this reason, central banks around the world are committed to providing education in this area. A solid understanding of economics is particularly important in a country like Switzerland, where a direct democracy is in place.

The complete iconomix package is available in both French and German; an abbreviated version is available in English and Italian. In the English version, two monetary policy modules are all that is currently available.

iconomix – discovering economics	http://www.iconomix.ch/en
Press release (available in German and French only)	PDF (German) PDF (French)
Speech by Jean-Pierre Roth, Chairman of the Governing Board of the Swiss National Bank (available in German and French only)	PDF (German) PDF (French)
Speech by Isabelle Chassot, President of the Swiss Conference of Cantonal Ministers of Education (available in French/German only)	PDF (French/German)